

## Red Kamel

### May / June Activities

- We now have a great opportunity (prior to Winston Relaunch) to “button up” on this introduction.
- Currently we have 70% Product Availability on Red Kamel in all monthly Package Outlets.
- Currently we have 97% Product Availability on Camel Light Box and Filter Box in these same accounts.

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## Red Kamel

### Expectations by June, 1997

- Achieve the same levels of Product Availability as we have with Camel Light Box and Camel Filter Box.
  - 95+% Product Availability on Red Kamel in Package Outlets.
- Achieve Excellent Execution of Display/POS placements.
  - Every account has at least one piece of Red Kamel POS.
  - Every account has one to two displays based on volume opportunities.

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## **Winston Relaunch June / July Activities**

- We must get prepared at Retail for Winston Relaunch.
- Ensure RJR has adequate display platforms and POS vehicles to support an impactful launch effort.

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# Winston Relaunch

## June / July Activities

### Selling Arm:

- 1) Communicate the Winston No Bull positioning at both Retail and Wholesale Accounts.
- 2) Additional FPD's (1 to 2 FPD's)
  - Additional trays
  - Adjustable Pole displays
  - Temporary Displays
- 3) Gain Box Style distribution at Wholesale & Retail
- 4) Product Rotation at both Wholesale & Retail
- 5) VAP/DPC expansions at Wholesale & Retail
- 6) POS/PDI planning

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## Winston Relaunch June / July Activities

### Execution Arm:

- 1) Product Rotation at Retail
- 2) Aggressive discounting in July to sell out inventories of current blend/packaging.

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## Winston Relaunch Expectations prior to DTS August 4, 1997

### Selling Arm:

- We will have the platforms and presence vehicles at Retail to support both Camel and Winston throughout the remainder of 1997.

**\* Minimize return goods from wholesale**

### Execution Arm:

- Proper product rotation at Retail.
- Aggressive discounting efforts during July to sell out inventories of current blend/packaging.

**\* Minimize return goods from Retail**

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## **Winston Relaunch Expectations by August 28, 1997**

- **Go above and beyond on Winston!**
  - "Big Splash" on Winston in the market.
  - Winston No Bull POS/PDI at Retail  
(Inside/outside and selling counter).
  - Achieve Product Availability objectives on  
Winston Box styles.
- Maintain presence/momentum on Camel,  
Salem and Doral brands.

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## Communication is the Key to Our Success!

- Selling arm must communicate all programs to executional arm.

KAM's, AM's, SR's

RM's & RR's

- Selling and Execution must communicate all programs to Accounts.

KAM's, AM's, DM's, SR's, RM's, RR's  
D.A.'s

Retail &

- RJR and Accounts must communicate all programs to our consumers.

RJR & Accounts

Consumers

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